



# CAYLA CRAWLEY

**Enthusiast**  
DISC Type : i

**Sales Director at PepsiCo**  
Charlotte, North Carolina, United States

## Overview

Cayla has no verified overview

### 👉 Personality Overview

**Non-Confrontational**      **Story Driven**      **Optimistic**

They are more about building relationships than just cutting deals. They agree with others often, so exercise caution when relying on their word. Unlike D or C types, they are convinced more by stories and testimonials.

### 👉 Topics They Care About

Cayla has no verified topics they care about

## Media Appearances

Cayla has no verified media appearances

## Work History

- 4-2024  
Sales Director at PepsiCo
- 10-2021 - 4-2024  
Alcohol Commercial Sales Sr. Manager at Blue Cloud Distribution
- 11-2018 - 10-2021  
Key Account Manager at PepsiCo
- 8-2017 - 11-2018  
Sales Planning Associate Manager at PepsiCo
- 5-2016 - 8-2016  
CCO Sales Intern at PepsiCo

## Education

- 2016 - 2017  
Walton School of Business - MBA Program from University of Arkansas
- 2012 - 2013  
Bachelor of Science (BS) from Western Carolina University
- 2009 - 2011  
Bachelor of Science (BS) from Lenoir-Rhyne University

## More Information

Social Presence :



Prographics :

Exp : 10 Location : **Charlotte, North Carolina, United States** Job Level : **Mid-senior** Designation : **Sales Director at PepsiCo**

## Insights For Selling To Cayla

### 👉 During A Call Or A Meeting

#### DO's

- Invite them for a lunch or a drink/coffee
- Speak from experience about success that the product has seen with other customers
- Maintain high, positive energy and convey confidence

#### DONT's

- Avoid overloading them with too much information
- Don't be too formal with them, they trust informality more
- Don't be critical or challenge them openly, they can react defensively

## 👉 When Cold Calling

### Insights

**Pattern Interrupt:** Informal style, where you are talking in a friendly & casual manner, with a big smile on makes them want to speak to you.

**Pace:** Don't be too fast or too slow, stay in the middle. Sound like a 'brings happiness to others' person.

**Tone:** Speak with high energy and in a personal manner, as if you have met a friend suddenly after a long time.

**Tactics To Win:** Giving social proof, personal rapport, usage of superlatives, repeating their name.

**Mistakes To Avoid:** Information overload, use of negations

**Making The Ask:** Use positivity and/or humor to make the ask. It appeals to them, as if you are bringing a cheer to their day. (Avoid doing this with Dominant or Calculative types)

**Subconscious Driver:** They are driven by emotion more than any other type. Hence a proposition that excites them will immediately get their attention.

### Script

**Greeting:** Hey Cayla, [user\_fname] here at [user\_companynamewordstwowords] calling you this morning/evening!

**Opener:** Now I know how much people love cold calls, so how about 30 seconds to tell you what I have for you?

**Introduction:** We have built an AI that predicts exactly what will build a solid relationship with each prospect before you even spend a minute with them.

**Ask:** Cayla, leaders just like you at companies like [abc], [xyz] have been blown away with what they have seen, why don't we put 15 minutes on your calendar to show you if what I am saying is actually real, yeah?

**Close:** So morning at around [time] next [tuesday], shall we say? And is it [prospect\_email]? Don't want to get that wrong you know!

## 👉 When Writing An Email

**Subject:** Personalized, catchy

*Example: John, is this interesting?', 'Increasing sales conversion, together!' etc.*

**Salutation:** Yes (Something casual)

*Example: Use 'Hi', 'Hey' etc. (along with the first name)*

**Greeting:** Yes (Say something interesting/unusual)

*Example: Use unusual lines, like 'This has been quite a week', 'What a game yesterday' etc.*

**Emojis/GIFs:**

**Bullet Points:** Avoid

**Closing Line:** Build excitement

*Example: Something like 'So John, lets get the ball rolling?'*

**Complimentary Close:** Unique, pleasant

*Example: Something like 'Excited!', 'To a great partnership!' etc.*

**Tone of Words:** Friendly, first-person

**Overall Messaging:** Focused on the person and relationship

**Length of Mail:** Long

*Example: Maximum upto 150 words*

## 👉 While Negotiating & Closing

The secret to closing fast with Cayla is

- *Relationships and rapport matter to them, but so does the value of the product.*

Will you ever get a clear answer from Cayla

- *They probably won't say no directly.*

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## Insights For Deal Planning

How Fast (Or Slow) Will Cayla Move?

- *They are not the ones to make fast decisions, even while they stay committed.*

Can Cayla Take Some Risk Or Not?

- *If it seems really necessary, they can take small risks.*

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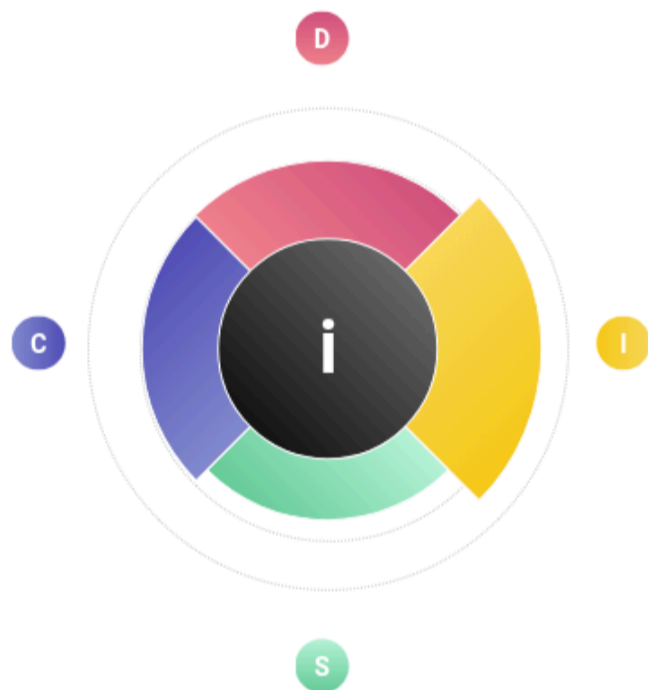
## You And Cayla

### Personality Compatibility

Not enough data to show compatibility comparison

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## DISC Profile : Cayla's Key Traits



### INFLUENCE

Influence(I) reflects the degree to which a person prefers to work by influencing or persuading others. Those scoring high tend to be people oriented, are motivated by social recognition and building relationships and can be described as warm and enthusiastic in general.